

ABSTRACT

The Analysis of Consumer Behaviour in Purchase Decision as Marketing Efforts of Obgyn Ward Utilization of Surabaya Islamic Hospital with Marketing 3.0

Marketing research with consumer behaviour analysis, in which psychographic factors as key factors is useful to know the cause of the low value of Bed Occupancy Rate (BOR) at Surabaya Islamic Hospital. The objective of this study was to analyze the influence of consumer behaviour especially psychographic factors (perception, motivation, learning, attitudes and beliefs) of respondents towards 7P i.e. product, price, place, people, process, promotion, physical evidence in accordance with mind, heart, and spirit towards purchase decisions (delivery decision). This was an analytical research conducted in cross-sectional in April-July 2013. The technique for collecting data was questionnaires. The research population was all pregnant mother patients undergoing ANC (Ante Natal Care) at Maternal and Child Health (MCH) Unit and Obstetrics and Gynecology (obgyn) Unit of RSIS. The samples were 17 respondents for group 1 (decided not to deliver at RSIS) and 17 respondents for group 2 (decided to deliver at RSIS). The sampling method was simple random sampling. The data analysis used logistic regression test. The conclusion of study showed that the most influence factors towards purchase decisions (delivery decision) were motivation because of people (mind, spirit) and process (heart, spirit), perception towards people (mind, heart, spirit), learning towards price (mind, heart, spirit) and people (mind, heart, spirit), attitudes and beliefs towards price (mind, heart, spirit), people (mind, heart, spirit) and promotion (mind, heart, spirit). The research results in form of strategic issues are used to develop marketing efforts 12 C based on the concept of marketing 3.0. Based on the results of FGD and the study investigator, implementation plans are contained in the POA matrix.

Keywords: Consumer Behaviours, Marketing 3.0, Purchase Decision, 12 C Elements of New Wave Marketing